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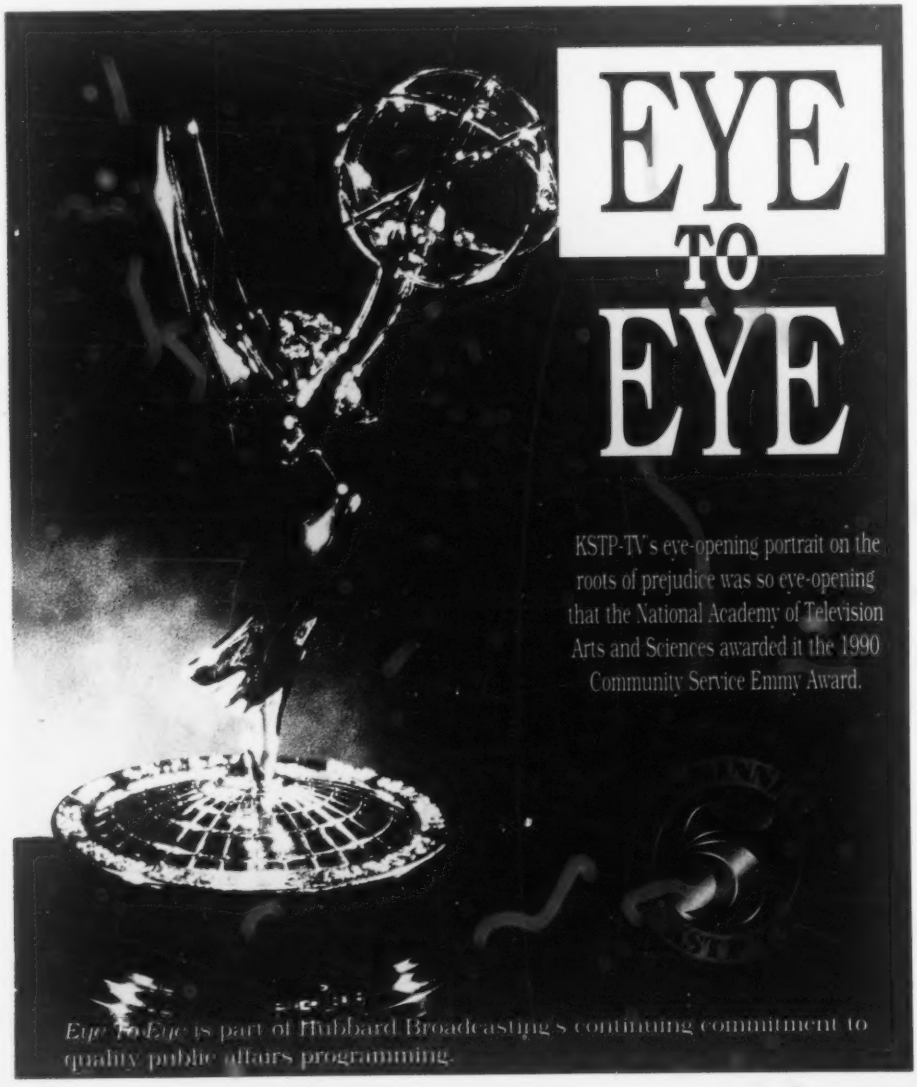
TELEVISION / 31
Networks jockey for prime position; Saturday kids fare out at NBC?

RADIO / 38
HLT redefinition could prove spur to radio marketplace

WASHINGTON / 50
With Eckart on point, cable reregulations unveiled in House

BUSINESS / 46
Unwireds look for up side of down market; Fifth Estate forecast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CBS affils eye piece of Black Rock

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THIS WEEK

23 / THOMAS TAKES OVER TV

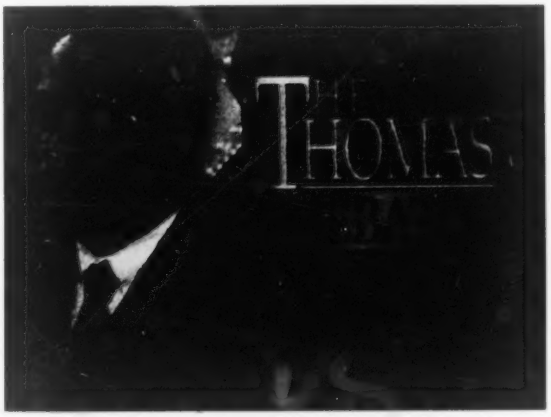
Of the commercial networks, NBC News pre-empted the most programing—30.5 hours—for the Clarence Thomas confirmation hearings, followed by ABC at 23 and CBS, 13. PBS scored big with its 44 hours of continuing coverage: it averaged an 11.4/18 on Oct. 13, four times its usual prime time rating.

23 / AFFILIATE RELATIONS UNDER SCRUTINY AT CBS

Looking at a $100-million-plus pre-tax loss for the network in 1991, the CBS affiliate advisory board has agreed to form a special committee to take a top-to-bottom look at the network-affiliate relationship. Anticipated changes include the possibility that affiliates will acquire one or more pieces of the network and further reductions in the compensation pool.

26 / SWEEP STRATEGIES

The networks have lined up specials, mini-series and two-parters of regular series for sweeps programing, which begins Saturday, Nov. 2. ABC's efforts include the mini-series *False Arrest*, starring Donna Mills and Robert Wagner, and a two-part *Roseanne;* CBS plans another *Classic Weekend* retrospective, this time highlighting *The Bob Newhart Show*, *M*A*S*H* and, for the second time, *The Ed Sullivan Show;* NBC has hurricane-instigated cast intermingling on *Golden Girls*, *Empty Nest* and *Nurses*, and Fox will air two-part episodes of *Roc* and *Married...with Children*.



The reopened Clarence Thomas confirmation hearings hit commercial, public and cable TV like a storm (page 23).

27 / SHAKE-UP IN BRITISH TV

Four incumbent independent television companies—Thames, TVS, TSW and TV-am—lost their franchises in a first-time-ever auction for British TV licenses. Decisions were based on highest cash bids made by applicants who passed a "quality threshold" of program and business viability; eight awards went to under-bidders when their high-bidding competitors failed to cross the threshold.

27 / WORLDWIDE NETWORK BY FOX

News Corp.'s Fox unit floated plans at MIPCOM last week for an international programing network of Fox-produced mini-series, movies and other big-event shows. Programing would be broadcast simultaneously, and Fox would receive 50% of the commercial availabilities.

29 / INOUYE OPEN TO AUCTIONS

Sen. Daniel Inouye (D-Hawaii), chairman of the Communications Subcommittee, said he is willing to consider legislation approving spectrum auctions. The Senate has delayed voting on a plan to transfer 200 mhz of government-controlled spectrum to the private sector so that it can study the feasibility of using auctions in place of lotteries.

29 / NAB OPPOSES CROSSOWNERSHIP

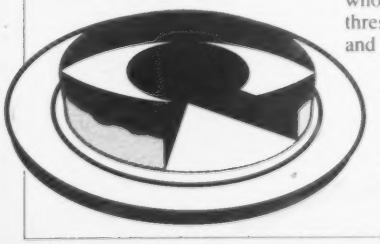
In a rare taking of sides in a disagreement among its members, NAB has joined network affiliates and independent broadcasters in their opposition to repeal of the FCC's broadcast-cable crossownership ban. The comment period has been extended to Nov. 21.

31 / PRIME TIME SHUFFLE

CBS has announced adjustments in its new season schedule in an effort to boost its Friday night showing, NBC has tinkered with Friday and Sunday, Fox has juggled Friday and Saturday shows and ABC may soon follow suit to shore up Wednesday. Trips to the shelf are underway as well: NBC has revived *Matlock* and plans to bring out *Hot Country Nights*, *Get a Life* gets a new one on Fox and CBS may soon unveil the animated *Fish Police*.

32 / NBC MAY DROP KIDS' FARE

NBC, third in the Saturday morning ratings and, like the other networks, facing affiliate defections in that daypart, is seriously considering getting out of Saturday cartoons next season, sources at the network say. For the first three weeks of the 1991-92 season, NBC's slate has dropped 25% from a year ago among children 2-11 to an average 3.8 rating; close-at-the-heels Fox Children's Network is up 24% in the same period, with a 3.6.



CBS and affiliates review 'partnership' in light of network's impending $100 million loss. Options include affiliates taking an equity piece of the network (page 23).

34 / QUICK CANCELS

Dick Robertson, president of Warner Bros. Domestic TV Distribution, said broadcasters have a "quick-trigger mentality" when it comes to judging the prospects of first-run syndicated programing. The high cost of producing shows that stations pull or move after several weeks, he said, is forcing the syndicator to "re-evaluate the way we do business."

'Memories of M*A*S*H' recalled for November sweeps (page 26).

34 / CBS LEADS IN KEY DAYTIME DEMOS

Led by *Guiding Light*, CBS is turning its lead in the daytime ratings household race into a win among women 18-49 and 25-54. ABC's long-running *General Hospital*, the perennial time-period leader, has dropped to second behind *Light* and the third half-hour of ABC's new *The Home Show* is off to a slow start.

38 / FEDS MAY EASE HLT GUIDELINES

The Treasury Department appears likely to issue a response, and perhaps a decision, regarding petitions by broadcasters that the government eliminate or revise its definition of highly leveraged transactions. Easing up on the restrictions would make it easier for financial institutions to justify to shareholders their broadcasting loans, most of which fall under the HLT umbrella.

40 / GOOD OUTLOOK FOR RADIO AD REVENUE

The Veronis, Suhler & Associates 1991 "Communications Industry Report" calls radio a "relatively inexpensive medium with high impact," and predicts that, despite current weaknesses in local markets, spending in radio by advertisers will reach $12.08 billion by 1995.

42 / CABLE LOOKING BEYOND '92

Once considered recession-proof, the hurt-by-hard-times cable industry sees 1992 as the year to turn things around. Operators are hopeful that adherence to stricter customer service standards, better promotion and enticing hook-up offers (like instant installs) will help the industry crack perennial-holdout households. Premium channels will get a boost, operators say, if they can negotiate earlier windows for their theatrical releases. The bright spot continues to be pay per view: while still providing only a fraction of premium's revenue, it's trending up strongly.

45 / CLUTTER COMES TO CABLE

Once the exclusive bane of the broadcast networks, advertising clutter has come to cable in a big way. A forthcoming study by two advertising groups will show that prime time clutter on cable networks exceeds that of their over-the-air counterparts. In totals that did not count local ads, CNN topped the list at 12:25 minutes per hour; the Family Channel was second with 11:45.

49 / MORE EROSION SEEN FOR AFFILIATES

The Veronis, Suhler & Associates communications report sees independent TV stations holding their own in viewership over the next five years but continued, although slowing, viewer erosion for network affiliates. The slowdown in local retail advertising will limit overall ad growth through 1992, the report said, but substantial growth is anticipated in 1993-95.

50 / CABLE BILL INTRODUCED IN HOUSE

A companion piece to Senate cable-regulation bill S. 12 was introduced last week in the House by Ohio Democrat Dennis Eckart and others. The bill's major intent is to return to local governments much of the regulatory jurisdiction over cable taken away by the 1984 Cable Act.

53 / BUSY MIPCOM

As the MIPCOM gathering came to a close last week in Cannes, the talk of the departing participants was the need to expand the annual international program distribution showcase beyond its current five days. Business was active—and spilled onto the sidewalks when the convention center closed—despite a slowdown in the growth of new TV outlets. Some buyers said prices were roughly flat, however. The top programing draw: action shows.

58 / BBC ADDS ASIA

The BBC has raised a challenge to CNN's hold on the global news marketplace by launching BBC World Service Television in 38 Asian countries that are home to over half the world's population.

INDEX

Business....46
Cable....42
Changing Hands....47
Classified Advertising....69
Closed Circuit....6
Datebook....10
Editorials....82
Fates & Fortunes....76
Fifth Estater....79
Focus on Finance....48
For the Record....59
In Brief....80
International....53
Journalism....58
Masthead....22
Monday Memo....9
Programing....31
Radio....38
Ratings Roundup....36
Riding Gain....41
Top of the Week....23
Washington....50
Washington Watch....52

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RATINGS ROUNDUP

		7:00 PM	7:30 PM	8:00 PM	8:30 PM	9:00 PM	9:30 PM	10:00 PM	10:30 PM
Monday Oct 7	ABC 15.4/24			64. MacGyver [9.0/15] 8.4/14	9.7/16	9. NFL Monday Night Football—Buffalo Bills vs. Kansas City Chiefs [17.7/30] 16.8/26	19.5/29	19.9/30	17.9/29
	CBS 17.9/28			10. Evening Shade [17.4/28]	7. Major Dad [18.4/28]	2. Murphy Brown [20.1/30]	5. Designg Wmn [18.7/28]	13. Northern Exposure [16.4/27] 16.7/26	16.1/27
	NBC 14.6/23			29. Fresh Prince [13.6/22]	39. Blossom [12.5/19]	17. NBC Monday Night Movies—I'll Fly Away [15.4/24] 15.0/22	15.5/23	15.8/25	15.2/26
Tuesday Oct 8	ABC 16.7/27			11. Full House [17.0/27]	8. Home Improvement [18.0/28]	1. Roseanne [21.4/32]	6. Coach [18.6/29]	37. Homefront [12.7/22] 13.3/22	12.1/22
	CBS 11.8/19			44. Rescue 911 [11.6/19]	44. CBS American League Championship Game 1—Toronto at Minnesota [11.6/20] 11.1/18	12.2/19	11.6/18	12.2/20	12.1/21
	NBC 14.4/23			31. I'll Fly Away* [13.4/21] 12.0/19	14.7/23	23. Heat of the Night [14.8/22] 14.3/22	15.2/23	21. Law and Order [15.0/26] 15.2/25	14.7/27
Wednesday Oct 9	ABC 12.1/20			41. Dinosaurs [12.4/21]	20. Wonder Years [15.2/24]	17. Doogie Hwsr [15.4/24]	48. Sibs [10.6/17]	50. Anything But Love [10.5/18]	69. Good & Evil [8.3/15]
	CBS 13.7/23			59. Royal Family [9.6/16]	28. CBS National League Championship Game 1—Atlanta at Pittsburgh [14.0/24] 12.1/20	14.7/24	15.8/26	15.4/26	14.8/26
	NBC 13.2/22			14. Unsolved Mysteries [16.0/26] 15.1/25	16.8/27	35. Night Court [12.9/20]	42. Seinfeld [12.3/20]	47. Quantum Leap [10.9/19] 10.5/18	11.3/21
Thursday Oct 10	ABC 9.6/15			60. Pros and Cons [9.2/15] 8.4/14	10.1/16	60. FBI: Untold Stories [9.2/14]	57. American Detective [9.7/15]	55. Primetime Live [10.0/17] 10.3/17	9.6/17
	CBS 13.6/22			52. Top Cops [10.1/17]	25. CBS National League Championship Game 2—Atlanta at Pittsburgh [14.5/24] 12.5/21	14.3/23	14.7/23	14.6/23	15.1/25
	NBC 17.5/26			17. Cosby [15.4/25]	12. A Different World [16.5/26]	3. Cheers [19.5/29]	15. Wings [15.9/24]	4. L.A. Law* [18.9/32] 19.1/31	18.7/32
	FOX 10.9/17			31. Simpsons [13.4/22]	60. Drexell's Class [9.2/15]	51. Beverly Hills 90210 [10.4/16] 10.0/15	10.7/16		
Friday Oct 11	ABC 13.0/23			29. Family Matters [13.6/25]	27. Step By Step [14.2/25]	39. Thomas Confirmation Hearings [12.5/22] 12.1/22	12.6/22	13.7/23	11.7/21
	CBS 8.7/16			81. Princesses [5.6/11]	52. CBS American League Championship Game 3—Minnesota at Toronto [10.1/19] 8.4/16	9.2/16	8.8/15	9.4/16	11.0/20
	NBC 10.1/18			52. NBC News—Thomas Confirmation Hearings [10.1/18] 7.7/15	7.8/15	10.6/19	11.6/20	12.4/21	10.4/19
	FOX 5.9/10			77. America's Most Wanted [7.0/13] 6.6/12	7.4/13	84. Ultimate Challenge [4.7/8] 4.7/8	4.8/8		
Saturday Oct 12	ABC 8.3/16			71. Who's the Boss? [8.0/15]	66. Growing Pains [8.6/16]	74. Young Riders [7.5/14] 6.9/13	8.0/15	60. The Commish [9.2/18] 9.1/17	9.4/19
	CBS 8.7/16			81. Pre Game Show [5.6/11]	64. CBS American League Championship Game 4—Minnesota at Toronto [9.0/17] 8.1/16	9.5/17	10.2/19	9.6/18	9.0/17
	NBC 12.0/23			33. Golden Girls [13.2/25]	56. Torkelsons [9.9/18]	24. Empty Nest [14.6/26]	34. Nurses [13.1/24]	48. Sisters [10.6/21] 10.7/20	10.5/21
	FOX 5.9/11			75. Cops [7.1/13]	72. Cops 2 [7.9/14]	83. Totally Hidden Video [5.1/9]	86. Parker Lewis [3.6/7]		
Sunday Oct 13	ABC 12.6/20	57. Life Goes On [9.7/16] 8.8/15	10.7/17	22. Am. Fun. H. Videos [14.9/23]	25. Am. Funniest People [14.5/22]	35. ABC Sunday Night Movie—Captive [12.9/20] 11.8/17	12.8/19	14.0/22	13.2/22
	CBS 11.7/18	64. CBS Am Lg Chmp [9.0/17] 11.6/21	11.6/20	69. Pre Game Show [8.3/13]	37. CBS National League Championship Game 4—Pittsburgh at Atlanta [12.7/21] 11.2/17	12.3/18	13.2/20	13.0/20	12.4/19
	NBC 11.5/18	75. NBC News: Thomas [7.1/12] 6.5/11	7.2/12	78. Man of the People [6.5/10]	73. Pacific Station [7.8/12]	16. NBC Sunday Night Movie—A Woman Named Jackie [15.5/23] 14.6/21	16.2/24	15.7/24	15.4/25
	FOX 7.6/12	80. True Colors [5.7/10]	79. Parker Lws [6.2/10]	46. In Living Color [11.0/17]	67. Roc [8.5/13]	43. Married/Chdn [12.1/17]	67. Herman's Head [8.5/13]	85. Sunday Comics [4.5/7] 4.9/8	4.2/7

	ABC	CBS	NBC	FOX
WEEKLY PRIME TIME AVERAGE	12.5/21	12.3/20	13.4/22	7.6/12
SEASON PRIME TIME AVERAGE	11.9/20	13.4/22	12.5/21	7.9/13

YELLOW = 1/2 HR WINNER

*—PREMIERE

NIGHTLY RATING/SHARE RANKING/SHOW (PROGRAM RATING/SHARE) HALF-HOUR RATING/SHARE SOURCE: A.C. NIELSEN

served. "Turnaround will be slow, and because of the recession and other factors, the banks aren't going to turn on a dime and change things. But revising the HLT guidelines will give good banks and good borrowers the opportunity to shed another impediment which otherwise constrained them even more," Maltz said.

Maltz noted that the Federal Reserve and the Bush Administration have always held that the U.S. economy must be market-driven, and "that the marketplace will dictate the future economic welfare of the U.S." But the HLT guidelines constitute "a black-and-white case of the government interfering, and by creating this [HLT] definition they have interdicted, distorted and aborted the normal flow of the marketplace between lender and borrower. The agencies say this was only an internal guideline, one that was never meant to be a regulation, and examiners were told not to force banks to dispose of these loans. But in the real world, when a regulator raises an eyebrow it turns into a nightstick." -RRB

RAB PRICE BREAK

The Radio Advertising Bureau has cut the registration fee for the 1992 Managing Sales Conference to $365 from last year's $495, a 27% cut. The action, one of the first taken by the new RAB President, Gary Fries, is meant to recognize the current economic environment and ease the strain on radio operators. In addition to the reduced registration fee, the RAB will once again offer Managing Sales Conference registrants a 45% discount off the price of coach airfare to Nashville on both Delta and American Airlines. "Making the Most of the Economic Recovery" is the theme for the 1992 show, which will feature the usual sales training sessions as well as topics such as: "How to Keep Your Job in 1992"; "How Are LMA's Affecting Radio's Future," and "Database Marketing." The idea around which the Conference has evolved, the RAB told BROADCASTING, is: "We cannot change unless we survive, and we cannot survive unless we change." The 1992 Managing Sales Conference will take place at the Opryland Hotel, Nashville, Jan. 30-Feb. 2, 1992.

RADIO AD REVENUE TO HIT $12 BILLION BY 1995

Radio will fare better than other advertising media in the current economic recession, according to Veronis, Suhler & Associates' 1991 "Communications Industry Report." The media brokerage and investment firm last week released its ninth annual edition of its five-year historical report of 274 public companies.

The study categorizes radio as a "relatively inexpensive medium with high impact." Although weaknesses in local markets may curtail near-term growth, the study forecasts that spending in radio by advertisers will reach $12.08 billion by 1995.

The Veronis, Suhler study looked at the impact of advertising spending on both radio stations and radio networks. Over the 1990-95 period, the study forecasts that radio station advertising will rise 6.7% annually compared with 6.2% between 1985 and 1990. The unusual counter-Olympic year advertising cycle, according to the report, is expected to limit spending on radio networks in 1992 and 1994. The result will contribute to a decrease in growth in 1990-95 to 5.6% from the 6.3% rise in 1985-90, when there was only one Olympic year.

The decline in AM station listening over the last five years reduced the overall audience for radio. But a leveling off of that decline as the listening levels settle on a core of listeners interested in news, talk and sports will stabilize the audience. That stabilization, combined with an improved local advertising environment in 1993-95, will propel radio station advertising growth.

Total radio advertising is expected to increase at a compound annual growth rate of 6.6%, broken down per year as follows: $9.115 billion in 1991; $9.71 billion in 1992; $10.51 billion in 1993; $11.33 billion in 1994, and $12.08 billion in 1995.

The report does not break out television and radio station revenues of publicly reporting broadcasters. But revenues of that group totaled $6.2 billion in 1990, 4.7% more than in 1989, the slowest growth rate of any of the last five years.

The three largest radio and television station owners (excluding the television network companies) are Westinghouse, Tribune and Gannett. Together, these three generated 1990 revenues of $1.9 billion, accounting for 29.5% of the gross subsegment total. Westinghouse revenues surged 1.6% in 1990, boosted by the acquisition of eight radio stations from Legacy/Metropolitan (BROADCASTING, Dec. 11 1989). Revenues of the Tribune Co. rose 6.8%, while Gannett declined 2.9%. -LC

Growth Forecast of Radio Spending (Percent)

1991	1992	1993	1994	1995	CAGR*
4.0	6.5	8.2	7.8	6.6	6.6

*Compound annual growth rate

Gross Expenditures, 1985-1995

Segment	1985($Mil)	1985-90 Compound Annual Growth (%)	1990($Mil)	1990-95 Compound Annual Growth (%)	1995($Mil)
Radio networks	365	6.3	495	5.6	650
Radio stations	6,125	6.2	8,270	6.7	11,430
Total radio	6,490	6.2	8,765	6.6	12,080

Source: Veronis, Suhler & Associates; Wikofsky Gruen Associates

Nickelodeon's new animated 'Doug'

vious markets. "For us, the market is becoming less and less acquisition driven," said Charles Gingold, senior vice president, programing. One series it had on the table, *World of Valor*, which deals with special armed forces units in countries throughout the world, had a lot of appeal at MIPCOM, he said. "It's of an international scope, and not a lot of talking heads. We maintained as much voice-over as possible so it can be easily repackaged in different languages." Discovery also was selling *Submarines: In the Company of Whales*, *Celebration of Trees*, *J.P. Donleavy's Ireland* and *People of the Forest: Chimps of Gombe*.

■ MTV was at Cannes offering several shows including the new soap verite, *The Real World*, and its *MTV Unplugged* music series and specials. Selling music programing is not easy, said senior vice president, MTV programing, Doug Herzog, because "there are only a handful of true superstars in the world." Herzog, who was attending his first MIPCOM, also said the network was looking for co-production and/or funding help with some "big-ticket item" programing the network plans to introduce soon. This year also marked VH-1's first official attendance at MIPCOM.

■ USA Network signed two co-production deals. One with Italy's Qinta, in association with Winkler/Daniels Productions, breaks with USA's tradition of suspense and thriller movies. It is the true story of Carol Stevens, an American woman who uncovered the horrors affecting Romanian babies when she went there to adopt one. USA also signed a deal with British Lion to co-produce a murder mystery movie. Both are set to air in 1992. -SDM, GF

WINDY CITY NEWS

Tribune's ChicagoLand Television has signed an agreement with Continental Cablevision to carry the 24-hour local news service when it launches in mid-1992. Continental, the first MSO to sign with ChicagoLand, serves more than 200,000 subscribers in Chicago suburbs. ChicagoLand will offer original news programming as well as live and delayed Cubs games and newscast repeats from Tribune's WGN-TV. Another Chicago local news channel is being created by TCI and Fox Broadcasting and is also slated to launch next year. The two groups have reportedly held merger talks over the past several months.

THIRD-QUARTER CABLE SERVICE RATINGS: 1991 VS. 1990

The combined prime time third-quarter rating for the 14 largest basic cable networks was a 16.6, down slightly from a cumulative 16.7 rating for the same period last year. The drop came mostly from CNN, which plunged from a 1.4 rating in third-quarter 1990 to a 0.9 in the same period this year. CNN's 1990 ratings had been boosted by Iraq's invasion of Kuwait that August.

Boosted by its coverage of the U.S. Open in September, USA Network was the highest-rated basic cable network for this year's third quarter, although it was down 0.1 rating point from third-quarter 1990.

WTBS(TV) Atlanta was up from a 2.0 to a 2.2, helped by the Atlanta Braves' strong showing this season. TNT was also up, boosted by the performance of its original movies, whose average rating nearly doubled from a 2.4 last year to a 4.4 this year. Nick at Nite, TNN, Discovery and A&E also showed slight growth.

ESPN, which once again did not get the ratings it had hoped for from baseball, was down 0.1 rating point from third-quarter 1990. Family Channel and Headline News were also down slightly. Ratings for Lifetime, MTV and VH-1 were all flat.

	Prime Time				*Full Day*			
Network	*3Q 1991 Rating*	*HH*	*3Q 1990 Rating*	*HH*	*3Q 1991 Rating*	*HH*	*3Q 1990 Rating*	*HH*
USA	2.3	1,314,000	2.4	1,279,000	1.2	705,000	1.2	639,000
ESPN	2.2	1,270,000	2.3	1,309,000	0.9	510,000	0.9	512,000
WTBS	2.2	1,246,000	2.0	1,116,000	1.3	776,000	1.4	787,000
TNT	1.9	1,030,000	1.7	824,000	0.9	514,000	0.9	446,000
Lifetime	1.2	648,000	1.2	614,000	0.6	320,000	0.6	300,000
Nick at Nite	1.1	608,000	0.9	476,000	0.7	387,000	0.5	265,000
TNN	1.1	607,000	1.0	550,000	0.5	292,000	0.5	274,000
CNN	0.9	531,000	1.4	766,000	0.6	331,000	0.8	460,000
Discovery	0.9	508,000	0.8	429,000	0.5	273,000	0.5	232,000
A&E	0.8	433,000	0.7	341,000	0.4	227,000	0.4	168,000
MTV	0.7	382,000	0.7	387,000	0.5	273,000	0.6	314,000
Family	0.7	379,000	0.9	456,000	0.5	275,000	0.7	361,000
HL News	0.3	155,000	0.4	195,000	0.3	150,000	0.4	176,000
VH-1	0.3	128,000	0.3	116,000	0.2	85,000	0.2	78,000
Nickelodeon	—	—	1.2	664,000	1.1	582,000	—	—

Notes: Figures are network estimates. All data supplied by an outside source based on Nielsen Media Research. Ratings are based on the coverage area of each network, not the entire television universe. USA's prime time is 7-11 p.m.; Family's is 8-10 p.m.; Discovery and TNN's full day is 9 a.m.-3 a.m.; Lifetime's and Family's is 7 a.m.-1 a.m.; A&E's is 8 a.m.-4 a.m.; Nickelodeon's is 7 a.m.-8 p.m.; Nick at Nite's is 8 p.m.-7 a.m.

work "a little bit harder" to maintain that level.

Although most unwired networks focus their efforts on independent stations, Group W's Premiere Announcement Network has concentrated on early and late newscasts on top-50 market affiliates. According to Edward Goldman, president, Group W Television Sales, Premiere doubled its billings from 1990 to 1991 and already has orders for 1992. "Low cost-per-thousands hurt our efforts, but we are still happy with what we did," said Goldman.

Not all rep firms are enjoying growth. Katz Communications said unwired sales are below its projections, although "given the economy, we are pleased that they are as high as they are," a spokesperson said.

Besides the problems that unwireds face from a soft advertising market, there are still concerns from media buyers over station clearances, clutter and confirmation. One media buyer said she had bought spots for one demographic target and saw them in programing that had no relation to the client's demos. "I asked for affidavits, and I am not so sure I believe the affidavits I have gotten," the buyer said. Several media buyers also complained of the unwired networks' tendency to badmouth one another.

Despite the tough times some unwireds are facing, no one appears ready to throw in the towel. Said ITN's Kammerer: "We [unwireds] are so small in the industry that there are umpteen ways for us to find business. Our upside is enormous; the networks have no upside—they are the upside. We have the ability to grow." That ability should be tested over the next few years. **-JF**

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ **$1,237,000** □ **10**
FM's □ **$760,750** □ **10**
AM-FM's □ **$4,002,893** □ **9**
TV's □ **$200,000** □ **2**
Total □ **$6,200,643** □ **9**

Year to Date:

AM's □ **$68,239,372** □ **224**
FM's □ **$175,742,708** □ **233**
AM-FM's □ **$253,767,574** □ **166**
TV's □ **$926,854,200** □ **67**
Total □ **$1,424,603,854** □ **690**

For 1990 total see Jan. 7, 1991 BROADCASTING.

CHANGING HANDS

This week's tabulation of station and system sales ($250,000 and above)

WJYZ(AM)-WJIZ(FM) Albany, Ga. □ Sold by Silver Star Communications-Albany Inc. to Keys Communications Group Inc. for $2.54 million in debt assumption and issuance of preferred stock. **Seller** is headed by John Robert E. Lee, and has interests in WTMJ(AM)-WFAV(FM) Cordele, Ga., and WVVO(AM)-WDXZ(FM) Charleston, S.C. **Buyer** is headed by Brady Keys, and has no other broadcast interests. WJYZ has solid gold format on 960 khz with 5 kw day. WJIZ is on 96.3 mhz with 100 kw and antenna 469 feet above average terrain.

WMGL(FM) Ravenel, S.C. □ CP sold by MillCom Inc. to Ravenel Broadcasting Inc. for $600,000 cash, including $200,000 for one-year noncompete covenant. **Seller** is headed by Don A. Monteith, and has no other broadcast interests. **Buyer** is headed by B.H. Bridges Jr. and Jimmy I. Gibbs (100%) and has no other broadcast interests. WMGL has jazz/new AC format on 101.7 mhz with 1.32 kw and antenna 482 feet above average terrain.

WMJK(AM) Kissimmee, Fla. □ Sold by and between principals of licensee Kissimmee Broadcasting Corp. for $500,000 on terms. **Seller** is Augustine M. Cawley, who has no other broadcast interests. **Buyers** are Richard Namey (50.1%) and Daniel J. Schutz (49.1%) and have no other broadcast interests. WMJK has oldies format on 1220 khz with 1 kw day.

WMYM(AM)-WWMH(FM) Minocqua, Wis. □ Sold by Lakeland Broadcasting Inc. to Raven Broadcasting Corp. for $400,000. Terms: $260,000 cash at closing, $40,000 earnest money deposit and $100,000 10-year note at 10%. **Seller** is headed by C. James Lange, and has no other broadcast interests. **Buyer** is headed by David Ewaskowitz (37.1%), and has no other broadcast interests. WMYM has nostalgia format on 1570 khz with 5 kw day. WWMH has AC format on 95.9 mhz with 3 kw and antenna 178 feet above average terrain.

For other proposed and approved sales see "For the Record," page 59.

JAY ZUCKER
has acquired
KPOL-TV
Tucson, Arizona
from
L.P. VON EBERSTEIN, TRUSTEE
The undersigned acted as broker in this transaction
and assisted in the negotiations
Kalil & Co., Inc.
3444 North Country Club • Tucson, Arizona 85716 • (602) 795-1050

■ **St. Marys, KS** (BPH910912MI)—James D. Keck seeks 102.9 mhz; 150 kw; ant. 150 m. Address: 2301 Sumner St., Lincoln, NE 68502. Applicant has no other broadcast interests. Filed Sept. 12.

■ ***St. Marys, KS** (BPED910912MF)—Kansas Nebraska Christian Bcg. Inc. seeks 102.9 mhz; 35.5 kw; ant. 181 ft. Address: 1018 N. Jackson Unit 3, Hutchinson, KS 67501. Applicant is headed by Thomas J. Russell (20%), and has no other broadcast interests. Filed Sept. 12.

■ ***St. Marys, KS** (BPH0 (BPH910912MC)—Sunrise Broadcasting Corp. seeks 102.7 mhz; 50 kw; ant. 150 m. Address: P.O. Box 2307, Newburgh, NY 12550. Applicant is headed by Joerg G. Klebe, and is licensee of KNCY-AM-FM Nebraska City and KBWH(FM) Blair, both Nebraska, and is parent of licensee of WFSF(AM)-WQLS(FM) Ozark, AL. Filed Sept. 12.

■ ***Bronson, MI** (BPED910916MA)—Michiana Christian Broadcasters Inc. seeks 94.7 mhz; 6 kw; ant. 390 m. Address: 1573 West Chicago Rd., Coldwater, MI 49036. Applicant is headed by Wayne S. Reese (14.3%), and has no other broadcast interests. Filed Sept. 16.

■ ***Great Falls, MT** (BPED910919ME)—Lou Smith Ministries Inc. seeks 91.9 mhz; 6 kw; ant. 100 m. Address: 2711 Hwy. 62, Jeffersonville, IN 47130. Applicant is headed equally by Mary L. Smith, John W. Smith and David B. Smith. Mary Smith and John Smith have 25% interest in licensee for LPTV W05BE at Jeffersonville, IN, and hold CP's W26AS Clarksville and W08CT New Albany, both Indiana, and W20AX Glasgow, KY. Mary Smith also owns 100% permittee of WLVZ(AM) Athens, OH; WRRD(AM) Blennerhassett, WV, and WMSP(AM) Elk Hills, WI. Filed Sept. 19.

■ **Kalispell, MT** (BPH910926MB)—Tom Seabase seeks 106.3 mhz; 1.9 kw; ant. 126 m. Address: P.O. Box 1407, Polson, MT 59860. Applicant has no other broadcast interests. Filed Sept. 26.

■ **Kalispell, MT** (BPH910925MD)—Skyline Broadcasters Inc. seeks 106.3 mhz; 1.94 kw; ant. 174 m. Address: P.O. Box 169, Kalispell, MT 59903. Applicant is headed by M.A. Himsl (33.33%), and is licensee of KGEZ(AM) Kalispell, MT. Filed Sept. 25.

■ ***Chester, NE** (BPED910923MB)—Kansas Nebraska Christian Bcg. Inc. seeks 89.9 mhz; 50 kw; ant. 150 m. Address: 1018 N. Jackson Unit 3, Hutchinson, KS 67501. Applicant is headed by Thomas J. Russell (20%), and has no other broadcast interests. Filed Sept. 23.

■ **Hague, NY** (BPH910924MB)—Family Broadcasting Inc. seeks 93.7 mhz; 4.8 kw; ant. 112 m. Address: P.O. Box 150, Waterbury, VT 05676. Applicant is headed by Alexander D. Ewing (51%), and is licensee of WGLY-FM Waterbury, VT. It is also permittee of CP for WGLV-FM Hartford, VT, and LPTV CP for W39AS at Burlington, VT. Filed Sept. 24.

■ ***Del City, OK** (BPED910920MC)—Everlasting Gospel Lighthouse Inc. seeks 91.7 mhz; .15 kw; ant. 44 m. Address: 5800 South Sunnylane, Oklahoma City, OK 73115. Applicant is headed by John L. Harrell, and has no other broadcast interests. Filed Sept. 20.

■ **Cottage Grove, OR** (BPH910923ME)—Signal Communications Inc. seeks 105.5 mhz; 1.86 kw; ant. 177.1 m. Address: 6525 N. Borthwick St., Portland, OR 97217. Applicant is headed by Jerry Lewis Foster (100%), and has no other broadcast interests. Filed Sept. 23.

■ **Chesterfield, SC** (BPH910923MD)—D.D.&D Broadcasters of Chesterfield seeks 107.3 mhz; 3 kw; ant. 100 m. Address: P.O. Box 125, Chesterfield, SC 29709. Applicant is headed by Albert W. De Hope III (50%); he holds 100% ownership of WCRE(AM) Cheraw, SC. Filed Sept. 23.

ACTIONS

■ **Authorized** Hughes Communications Galaxy Inc. to modify Westar IV, Westar V and Galaxy VI domestic authorizations to permit use of satellites for program distribution between Caribbean locations. (By MO.O&A [DA 91-1112] adopted August 26 by Common Carrier Bureau.)

■ **Authorized** Eastern Microwave Inc. to provide TV service between U.S. and Canada. (By O.A&C [DA 91-1170] adopted September 16 by Chief, International Facilities Division, Common Carrier Bureau.)

■ **Codified** rules it has been applying on case-by-case basis to eliminate electromagnetic interference among full-service TV's operating on channels 14 and 69 and stations in land mobile radio service operating on adjacent frequencies. (MM docket 87-465 by R&O [FCC 91-241] adopted July 30 by Commission.)

■ **Conditionally granted** application of Alpha Lyracom, d/b/a Pan American Satellite, to construct, launch and operate hybrid international communications satellite (PAS-4) to expand its international service to Pacific Ocean Region. (By MOO&A [FCC 91-2651] adopted August 15 by Commission.)

■ **Declined** to adopt proposal by Society of Broadcast Engineers to require broadcast auxiliary and cable relay microwave stations located within Metropolitan Statistical Areas, to employ high-performance Category antenna systems that are more effective at reducing interference. (MM docket 90-500, Report DC-1950, September 23 by R&O [FCC 91-293].)

■ **Denied** petition for special relief filed by Major League Baseball requesting clarification or, alternatively, waiver of Commission's network program nonduplication rules. Specifically, Baseball sought determination that term "network program" included all live broadcasts of same sports events. (Report MM-574, Mass Media Action, September 16 by MO&O [FCC 91-287].)

■ **Further amended** its rules to facilitate development of wireless cable service by conforming rules applicable to three microwave radio services used in provision of wireless cable. (Gen. docket 90-54, Report DC-1956, September 26 by Second Report and Order [FCC 91-302].)

■ **Granted** request of National Broadcasting Co. for declaratory ruling that "Later with Bob Costas" is bona fide news interview program exempt from equal opportunities provision of Section 315(a) of Communications Act. (By Staff Ruling [DA 91-1094] adopted August 27 by Chief, Fairness Political Programming Branch, Mass Media Bureau.)

■ **Notified** TCI Cablevision of Maryland Inc. that it has incurred an apparent liability for forfeiture of $36,250 for excessive cable signal leakage at its system serving Elkton, North East and Charlestown, MD. (Report MM-573, September 17 by Letter [FCC 91-291].)

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,988	235	5,223
Commercial FM	4,517	1,019	5,536
Educational FM	1,484	311	1,795
Total Radio	**10,989**	**1,565**	**12,554**
Commercial VHF TV	556	15	571
Commercial UHF TV	572	167	739
Educational VHF TV	125	4	129
Educational UHF TV	233	12	245
Total TV	**1,486**	**198**	**1,684**
VHF LPTV	219	147	366
UHF LPTV	719	789	1,508
Total LPTV	**925**	**948**	**1,873**
FM translators	1,875	374	2,239
VHF translators	2,698	78	2,776
UHF translators	2,334	292	2,626

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.